Marketing in Europe

The index is divided into two sections:

ALPHABETICAL INDEX

A list of all Special Reports.

COUNTRY INDEX

Special Reports grouped under country headings.

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The Economist Intelligence Unit Ltd
Spencer House
27 St. James's Place
London, S.W.1, England

The Economist Intelligence Unit (SA),
137 Avenue Louise
Brussels 5
Belgium.

Key to features

The articles listed in this Index are Special Reports - detailed profiles of a consumer goods market or an aspect of marketing. Each is of 3,000-4,000 words in length and there are three such Special Reports in each issue of Marketing in Europe.

Each issue of Marketing in Europe also contains a Trade Review which appears annually. In these annual reviews, the EEC countries are divided into two groups: Belgium, France, Netherlands; Germany, Italy. Six broad product groups have, in the past, been covered in the following order:

MONTH	COUNTRIES	PRODUCT GROUP
January	BFN	Dairy products, Meat, Fresh fruit
February	GI	and Vegetables
March	BFN	Prepared foods, Bread
April	GI	and Confectionery
May	BFN	Clothing and Footwear
June	GI	
July	BFN	Furniture and Furnishings
August	GI	
September	BFN	Consumer durables
October	GI	
November	BFN	Chemists' goods, Pharmaceuticals, Soap
December	GI	and Cleaning products

As from April 1969, however, individual issues are being produced in such a way that, for the first time, Trade Reviews and Special Reports cover the same product groups. The new time-table for Trade Reviews and Special Reports is as follows:

MONTH	COUNTRIES	TRADE REVIEWS	SPECIAL REPORTS
January	GI	Dairy products, Meat, Fresh fruit and Vegetables	Food, Drink, Tobacco
February	BFN	Furniture and Furnishings	Clothing, Furniture, Leisure goods
March	GI	Chemists' goods, Pharmaceuticals, Soap and Cleaning products	Chemists' goods, Household goods, Domestic appliances
April	BFN	Prepared foods, Bread and Confectionery	Food, Drink, Tobacco
May	GI	Clothing and Footwear	Clothing, Furniture Leisure goods
June	BFN	Domestic appliances	Chemists' goods, Household goods, Domestic appliances
July	GI	Prepared foods, Bread and Confectionery	Food, Drink, Tobacco
August	BFN	Clothing and Footwear	Clothing, Furniture Leisure goods
September	GI	Domestic appliances	Chemists' goods, Household goods, Domestic appliances
October	BFN	Dairy products, Meat, Fresh fruit, and Vegetables	Food, Drink, Tobacco
November	GI	Furniture and Furnishings	Clothing, Furniture, Leisure goods
December	BFN	Chemists' goods, Pharmaceuticals, Soap and Cleaning products	Chemists' goods, Household goods, Domestic Appliances

KEY TO COUNTRIES

B	Belgium	D	Denmark
F	France	Fin	Finland
N	Netherlands	Nor	Norway
G	Germany (Federal Republic)	Spn	Spain
I	Italy	Swe	Sweden
A	Austria	Swi	Switzerland

EEC	All EEC countries together
EFTA	All EFTA countries together

Key to issue numbers

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3	January	1963	42	April	1966
4	February	1963	43	May	1966
5	March	1963	44	June	1966
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25	November	1964	64	February	1968
26	December	1964	65	March	1968
27	January	1965	66	April	1968
28	February	1965	67	May	1968
29	March	1965	68	June	1968
30	April	1965	69	August	1968
31	May	1965	70	September	1968
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The Economist Intelligence Unit Limited

Headquarters in London

Spencer House 27 St James's Place London SW1
Telephone Hyde Park 6711

New York

60 East 42nd Street New York NY 10017.
Telephone Murray Hill 7-6850

Brussels

The Economist Intelligence Unit (Europe) S.A.,
137 Avenue Louise, Bruxelles 5.
Telephone Brussels 382930

US Associate Companies

Elrick and Lavidge Inc 10 South Riverside Plaza Chicago Illinois 60606 *Telephone* RA6-0666

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